



Media Usage - Internet Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Internet Connection					
Access At home	40,753	81.68%	30,297	80.26%	98
Access At work	20,871	41.83%	13,150	34.84%	83
Access At school/college/university	5,310	10.64%	3,383	8.96%	84
At some other location	13,100	26.26%	9,598	25.43%	97
Accessed internet yesterday: yes	38,329	76.82%	27,654	73.26%	95
Did not access the Internet in the past 7 days	7,038	14.11%	6,065	16.07%	114
Accessed Internet in the past 7 days: Less than 5 hours	4,118	8.25%	3,309	8.77%	106
Accessed Internet in the past 7 days: 5 to 10 hours	6,137	12.30%	5,153	13.65%	111
Accessed Internet in the past 7 days: 10 to 15 hours	5,685	11.40%	5,152	13.65%	120
Accessed Internet in the past 7 days: 15 to 25 hours	10,691	21.43%	8,606	22.80%	106
Accessed Internet in the past 7 days: More than 25 hours	16,223	32.52%	9,463	25.07%	77
Internet Access Through					
Internet access through: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	19,473	39.03%	13,097	34.70%	89
Internet access through: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	19,127	38.34%	15,292	40.51%	106
Internet access through: Mobile broadband modem or data stick	447	0.90%	337	0.89%	99
Internet access through: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	285	0.57%	317	0.84%	147
Internet access through: Don't know	1,689	3.39%	1,242	3.29%	97
Internet access through: None, don't have Internet access at home	2,015	4.04%	1,428	3.78%	94
Mobile Internet Access Through					
Mobile internet access in past 7 days: Mobile phones or Smartphon	28,329	56.78%	19,189	50.83%	90
Mobile internet access in past 7 days: Tablets (i.e. iPad, PlayBook, Android)	23,925	47.95%	19,280	51.07%	107
Internet Usage					
Listen to a radio broadcast via streaming audio	7,139	14.31%	4,827	12.79%	89
Listen to Internet-only music service (e.g. Slacker)	3,163	6.34%	1,960	5.19%	82
Listen to a podcast	3,580	7.18%	2,825	7.48%	104
Download music/MP3 files (free or paid)	6,529	13.09%	3,926	10.40%	79
Access a radio station's website	6,637	13.30%	4,650	12.32%	93
Watch a TV broadcast via streaming video	5,578	11.18%	3,557	9.42%	84
Watch any other streaming video (not a TV broadcast, not a download)	9,618	19.28%	5,529	14.65%	76
Download any video	3,965	7.95%	2,477	6.56%	83
Access a TV station's website	4,760	9.54%	3,134	8.30%	87
Read or look into on-line magazines	5,105	10.23%	4,076	10.80%	106
Read or look into on-line newspapers	10,105	20.25%	8,063	21.36%	105
Use online telephone directory to locate phone number/address	10,826	21.70%	8,794	23.30%	107
Participate in an online social network (e.g. Facebook, Twitter)	21,120	42.33%	13,149	34.83%	82



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Click on an Internet advertisement	6,522	13.07%	4,207	11.14%	85
Consult consumer reviews	9,806	19.65%	7,533	19.96%	102
Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	4,978	9.98%	2,967	7.86%	79
Purchase group deal (e.g. Groupon, WagJag)	2,470	4.95%	1,696	4.49%	91
Purchase products or services	9,157	18.35%	6,328	16.76%	91
Do banking / pay bills online	24,007	48.12%	16,599	43.97%	91
Access a news site	18,929	37.94%	13,828	36.63%	97
Access automotive news	2,968	5.95%	2,207	5.85%	98
Access celebrity gossip content	4,022	8.06%	2,677	7.09%	88
Access fashion or beauty-related	3,624	7.26%	2,354	6.24%	86
Access food/recipes content	15,518	31.10%	10,971	29.06%	93
Access health-related	12,022	24.10%	9,328	24.71%	103
Access home furnishings	5,411	10.85%	3,923	10.39%	96
Access professional sports	6,776	13.58%	4,804	12.73%	94
Access real estate listings	7,328	14.69%	6,134	16.25%	111
Access restaurant guides	10,907	21.86%	8,728	23.12%	106
Access travel content	11,072	22.19%	9,416	24.95%	112
Use maps/directions service (e.g. Google maps)	26,775	53.67%	19,198	50.86%	95
Research products/services you might like to try or buy	11,626	23.30%	9,250	24.51%	105
Share/refer/link friends or people you know to a website or an article	9,613	19.27%	7,431	19.69%	102
Enter online contests	4,556	9.13%	2,611	6.92%	76
Download / print discount coupon	6,909	13.85%	5,136	13.61%	98
Play online games	9,464	18.97%	5,279	13.98%	74
Online social networks used in the Past 30 Days					
Social networks: Facebook	24,090	48.28%	15,103	40.01%	83
Social networks: Google+	12,205	24.46%	8,979	23.79%	97
Social networks: Instagram	6,761	13.55%	4,200	11.13%	82
Social networks: LinkedIn	6,707	13.44%	4,511	11.95%	89
Social networks: Pinterest	6,641	13.31%	3,969	10.52%	79
Social networks: Tumblr	1,324	2.65%	587	1.56%	59
Social networks: Twitter	5,913	11.85%	3,682	9.76%	82
Social networks: Online/Internet dating sites/apps	1,363	2.73%	616	1.63%	60
Social networks: Video/photo sharing (e.g. Flickr)	2,273	4.56%	1,357	3.60%	79
Social networks: Other	2,778	5.57%	1,710	4.53%	81
The Internet Average Weekday web access					
Internet WEEKDAY access: Never	1,601	3.21%	1,491	3.95%	123
Internet WEEKDAY access: Less than 1 day a week	615	1.23%	467	1.24%	101
Internet WEEKDAY access: 1 day	342	0.69%	210	0.56%	81
Internet WEEKDAY access: 2 days	1,166	2.34%	778	2.06%	88
Internet WEEKDAY access: 3 days	1,670	3.35%	1,271	3.37%	101
Internet WEEKDAY access: 4 days	1,931	3.87%	1,546	4.10%	106
Internet WEEKDAY access: 5 days	35,515	71.18%	25,743	68.20%	96



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The Internet Average Weekend web access					
Internet WEEKEND access: Never	3,270	6.55%	3,107	8.23%	126
Internet WEEKEND access: Less than 1 day	2,386	4.78%	1,758	4.66%	97
Internet WEEKEND access: 1 day	3,595	7.21%	2,656	7.04%	98
Internet WEEKEND access: 2 days	33,558	67.26%	23,946	63.44%	94
Internet weekdays 6am - 9am(<=180 M)					
Internet weekdays 6am - 9am: Not Surf	24,890	49.89%	18,520	49.06%	98
Internet weekdays 6am - 9am: Less than 30 Minutes	9,324	18.69%	7,321	19.39%	104
Internet weekdays 6am - 9am: Less than 60 Minutes	5,414	10.85%	3,833	10.15%	94
Internet weekdays 6am - 9am: Less than 120 Minutes	2,589	5.19%	1,511	4.00%	77
Internet weekdays 6am - 9am: Less than 180 Minutes	670	1.34%	365	0.97%	72
Internet weekdays 9am - noon(<=180M)					
Internet weekdays 9am - noon: Not Surf	17,537	35.15%	12,357	32.73%	93
Internet weekdays 9am - noon: Less than 30 Minutes	7,918	15.87%	6,658	17.64%	111
Internet weekdays 9am - noon: Less than 60 Minutes	9,245	18.53%	7,425	19.67%	106
Internet weekdays 9am - noon: Less than 120 Minutes	5,374	10.77%	3,896	10.32%	96
Internet weekdays 9am - noon: Less than 180 Minutes	2,942	5.90%	1,540	4.08%	69
Internet weekdays Noon - 5pm(<=300M)					
Internet weekdays Noon - 5pm: Not Surf	14,504	29.07%	10,479	27.76%	95
Internet weekdays Noon - 5pm: Less than 30 Minutes	7,404	14.84%	6,179	16.37%	110
Internet weekdays Noon - 5pm: Less than 60 Minutes	9,195	18.43%	7,405	19.62%	106
Internet weekdays Noon - 5pm: Less than 120 Minutes	6,388	12.80%	4,602	12.19%	95
Internet weekdays Noon - 5pm: Less than 180 Minutes	2,703	5.42%	1,600	4.24%	78
Internet weekdays Noon - 5pm: Greater than 180 Minutes	2,647	5.31%	1,421	3.77%	71
Internet weekdays 5pm - 7pm(<120M)					
Internet weekdays 5pm - 7pm: Not Surf	20,727	41.54%	15,958	42.28%	102
Internet weekdays 5pm - 7pm: Less than 30 Minutes	7,408	14.85%	5,966	15.80%	106
Internet weekdays 5pm - 7pm: Less than 60 Minutes	9,868	19.78%	7,121	18.86%	95
Internet weekdays 5pm - 7pm: Less than 120 Minutes	4,859	9.74%	2,499	6.62%	68
Internet weekdays 7pm - 11pm(<=240M)					
Internet weekdays 7pm - 11pm: Not Surf	12,473	25.00%	10,031	26.57%	106
Internet weekdays 7pm - 11pm: Less than 30 Minutes	6,701	13.43%	5,776	15.30%	114
Internet weekdays 7pm - 11pm: Less than 60 Minutes	10,952	21.95%	8,326	22.06%	101
Internet weekdays 7pm - 11pm: Less than 120 Minutes	8,585	17.21%	5,322	14.10%	82
Internet weekdays 7pm - 11pm: Less than 180 Minutes	2,263	4.54%	1,175	3.11%	69
Internet weekdays 7pm - 11pm: Greater than 180 Minutes	1,938	3.88%	997	2.64%	68
Internet weekdays 11pm - 2am(<=180M)					
Internet weekdays 11pm - 2am: Not Surf	36,312	72.78%	27,767	73.56%	101
Internet weekdays 11pm - 2am: Less than 30 Minutes	1,907	3.82%	1,149	3.04%	80
Internet weekdays 11pm - 2am: Less than 60 Minutes	2,571	5.15%	1,860	4.93%	96
Internet weekdays 11pm - 2am: Less than 120 Minutes	1,235	2.48%	552	1.46%	59
Internet weekdays 11pm - 2am: Less than 180 Minutes	789	1.58%	341	0.90%	57
Internet weekdays 2am - 6am(<=240M)					
Internet weekdays 2am - 6am: Not Surf	41,123	82.42%	30,397	80.52%	98

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	Value	Percent	Value	Percent	Index
Internet weekdays 2am - 6am: Less than 30 Minutes	555	1.11%	399	1.06%	95
Internet weekdays 2am - 6am: Less than 60 Minutes	681	1.36%	502	1.33%	98
Internet weekdays 2am - 6am: Less than 120 Minutes	239	0.48%	118	0.31%	65
Internet weekdays 2am - 6am: Less than 180 Minutes	113	0.23%	26	0.07%	30
Internet weekdays 2am - 6am: Greater than 180 Minutes	104	0.21%	77	0.21%	100
The Internet Time spent online/ average day					
Time spent online average day: Did not access	7,080	14.19%	6,073	16.09%	113
Time spent online average day: Less than 1 hour	6,090	12.21%	5,018	13.29%	109
Time spent online average day: 1 to 2 hours	8,571	17.18%	7,704	20.41%	119
Time spent online average day: 2 to 3 hours	8,202	16.44%	6,600	17.48%	106
Time spent online average day: 3 to 4 hours	6,010	12.05%	4,408	11.68%	97
Time spent online average day: More than 4 hours	13,938	27.94%	7,947	21.05%	75
The Internet Terciles					
The Internet Terciles: No Usage	7,095	14.22%	6,130	16.24%	114
The Internet Terciles: Light	17,340	34.76%	14,583	38.63%	111
The Internet Terciles: Medium	14,125	28.31%	10,591	28.06%	99
The Internet Terciles: Heavy	11,332	22.71%	6,444	17.07%	75
The Internet Quintiles					
The Internet Quintiles: No Usage	7,089	14.21%	6,146	16.28%	115
The Internet Quintiles: Light	10,559	21.16%	8,800	23.31%	110
The Internet Quintiles: Medium Light	10,032	20.11%	8,916	23.62%	117
The Internet Quintiles: Medium	8,512	17.06%	6,269	16.61%	97
The Internet Quintiles: Medium Heavy	7,152	14.34%	4,442	11.77%	82
The Internet Quintiles: Heavy	6,548	13.12%	3,176	8.41%	64
Purchase / Intend to purchase new technology products and services					
4G/LTE mobile phones : Intend to buy in the next 2 years	5,530	11.09%	3,696	9.79%	88
4G/LTE mobile phones : Already purchased	11,815	23.68%	8,190	21.70%	92
Cloud computing: Intend to buy in the next 2 years	1,315	2.64%	813	2.15%	81
Cloud computing: Already purchased	5,384	10.79%	4,435	11.75%	109
Digital bundle from one service provider: Intend to buy in the next 2 years	2,434	4.88%	1,597	4.23%	87
Digital bundle from one service provider: Already purchased	11,839	23.73%	9,650	25.56%	108
HDTV cable or satellite service or fibre optic: Intend to buy in the next 2 years	1,091	2.19%	806	2.13%	97
HDTV cable or satellite service or fibre optic: Already purchased	11,572	23.19%	9,599	25.43%	110
Internet video devices for TV (e.g. Apple TV, Boxee Box, Logitech Revue): Intend to buy in the next 2 years	1,669	3.35%	1,151	3.05%	91
Internet video devices for TV (e.g. Apple TV, Boxee Box, Logitech Revue): Already purchased	5,049	10.12%	3,962	10.50%	104
Personal video recorder (PVR): Intend to buy in the next 2 years	1,293	2.59%	860	2.28%	88
Personal video recorder (PVR): Already purchased	11,590	23.23%	9,211	24.40%	105
Subscribe to a streaming music service (e.g. Spotify, Songza): Intend to buy in the next 2 years	931	1.87%	733	1.94%	104



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Subscribe to a streaming music service (e.g. Spotify, Songza): Already purchased	2,246	4.50%	1,669	4.42%	98
Subscription based satellite radio service (e.g. SiriusXM): Intend to buy in the next 2 years	711	1.43%	513	1.36%	95
Subscription based satellite radio service (e.g. SiriusXM): Already purchased	2,123	4.26%	1,882	4.99%	117
Wearable devices (e.g. iWatch): Intend to buy in the next 2 years	1,660	3.33%	1,035	2.74%	82
Wearable devices (e.g. iWatch): Already purchased	1,832	3.67%	1,698	4.50%	123



Media Usage - Internet Report

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Data Source: Manifold Data Mining Inc. 2018

This report is based on consumer demographic and behavior data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.